



WHO HEALTHY CITIES PROJECT IN THE CZECH REPUBLIC 2002

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Current State of HCCZ: December 2002

Figure 1



Legend: The map only includes the HCCZ regular members (25 cities and towns);
green dots mark the cities eligible to the Czech "Healthy City 2002" title

Information updates on Healthy Cities of the Czech Republic
www.nszm.cz

[Regular members – "Healthy Cities 2002": 11 cities and municipalities,
according to HCCZ League]

Brno, Třebíč, Vsetín, Kroměříž, Hodonín, Chrudim, Orlova, Valasské Meziříčí,
Moravská Třebová, Prostějov, Litoměřice

[Regular members – others: 14 cities and municipalities, according to
HCCZ League]

Karviná, Zlín, České Budějovice, Boskovice, Frýdlant n.O., Třeboň, Letovice, Veselí
n.M., Velké Meziříčí, Šternberk, Nové Město n.M., Poděbrady, Rožmitál p.
Třešín, Votice

[Members - observers: 7 cities and municipalities]

Blansko, Jilemnice, Kasperske Hory, Kourim, Sedlcany, Slavcin, Zlate Hory

[Associated members]

Microregions: Tremsin Microregion (11 municipalities)
Non-governmental: Czech Cleaner Production Center

• New members in 2002

1 member - observer: City of Jilemnice
1 associated member: Tremsin Microregion

• Membership pending

Vysocina Region, City of Hradec Kralove

Chart 1

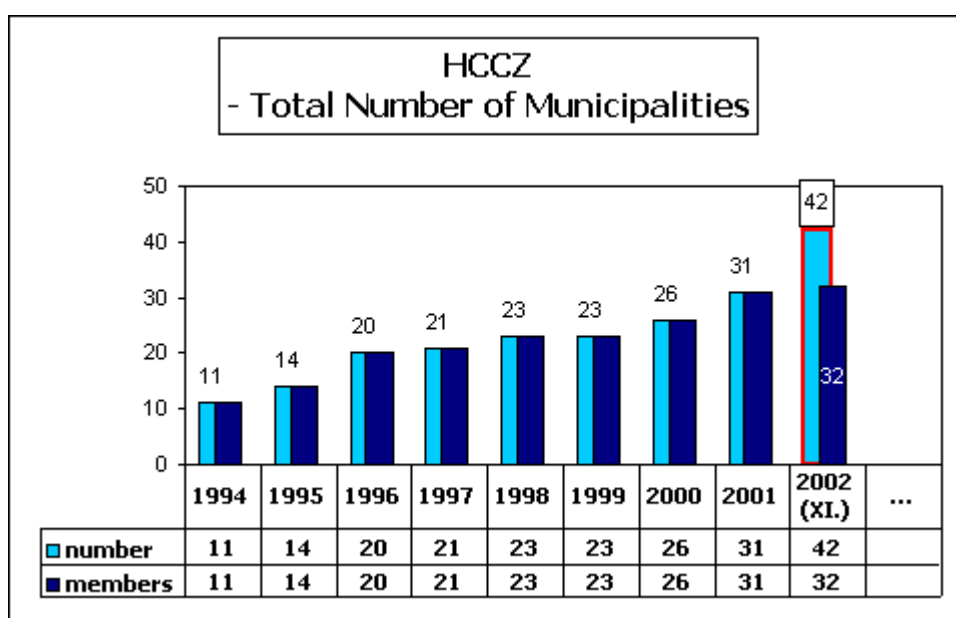
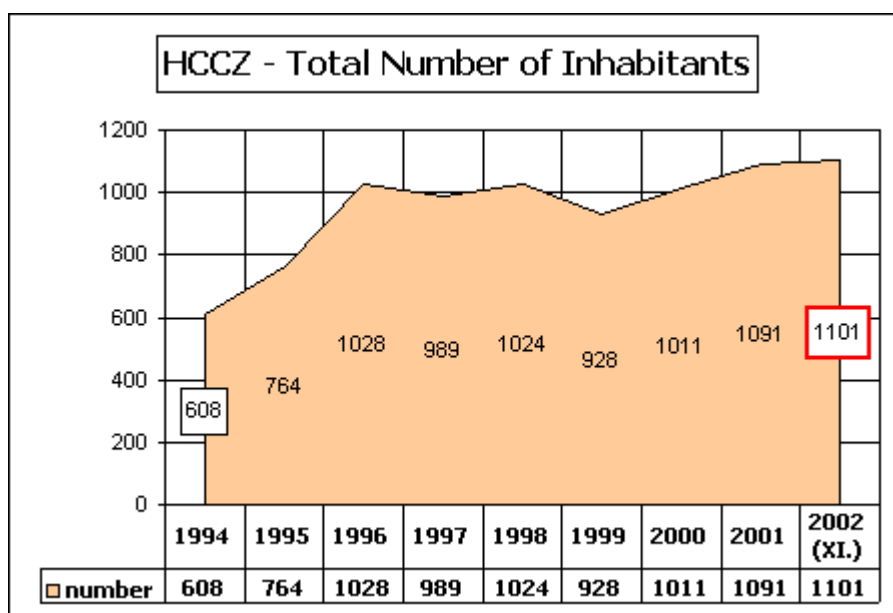


Chart 2



HCCZ Activities

HCCZ services
www.nszm.cz/sluzby

- **Assistance in Obtaining Funds for Member Cities**

HCCZ supports the member cities and their local HCP partners in their efforts to obtain subsidies, and helps obtain funds for the activities outlined in the City Health Development Plans. Since 2001, the Association has been issuing **supporting statements** on individual grant applications of the cities, and arranging for consultations and assistance by the grantors during the preparation of the projects.

[Professional Assistance in Preparation of Projects]

The Association has established co-operation with **Kralovehradecka agentura regionalniho rozvoje** (Hradec Kralove Agency for Regional Development, "KARR") as a long-term partner for the preparation of projects, consultations and training, particularly with respect to EU funds.

The Association intends to further develop co-operation with **Informacni centrum neziskovych organizaci** (Non-Profit Organisations Information Centre, "ICN") in the area of consultations regarding the HCP partners' projects in individual cities.

Information on grants and subsidies for HCCZ member cities
www.nszm.cz/grant

- **HCCZ Campaign**

[HCCZ Newsletter]

As part of the media campaign organised for HCCZ by the media agency **Spiralis** since May 2002, HCCZ has been publishing its monthly Newsletter. The Newsletter is distributed to all major nationwide media with which Spiralis has established co-operation.

Through e-conferences on the eGate server, the Newsletter reaches hundreds of participants in these discussion groups. In addition, it is translated into English and sent to approximately 100 addresses in Europe, USA and Australia – mainly the WHO offices, national Healthy Cities networks and selected Healthy Cities, universities, etc. outside the Czech Republic.

In the Czech Republic, the Newsletter is officially delivered to WHO LO Prague and the Czech Ministry of Health. HCCZ member cities mostly use the Newsletter in the PR within the local authority and with respect to the HCP partner organisations.

The Newsletter and the entire campaign are a product of efficient co-operation among HCCZ and individual cities; they strongly rely on information provided by the HCP co-ordinators. The media campaign also focuses on the joint nationwide activities of the Czech Healthy Cities (see below).

HCCZ Newsletter
www.nszm.cz/zprav

[Press]

Articles on HCCZ are regularly published mainly in the specialised press, such as *Moderni obec* (Modern Municipality, "MO") or *Verejna sprava* (Public Administration, "VS").

In 2002, the following major articles have been published or prepared:

- MO.06: **Injury Prevention in Healthy Cities**
- MO.07: **Bicycle Trails and Routes in Healthy Cities**
- MO.08: **Maternity Centres in Healthy Cities**
- MO.09: **Health Promoting Schools in Healthy Cities**
- MO.10: **Quality Management at Healthy City Authority**
- MO.11: **Spa and Healthy City**
- VS – Autumn Quarterly Supplement: **Healthy Cities in the Czech Republic**

In 2002, the following press summaries were released:

- May: **World No Tobacco Day 2002 in Czech Healthy Cities**
- June: **National Days without Accidents 2002 in Czech Healthy Cities**

The following special-edition Newsletters were published:

- August: **Floods and Czech Healthy Cities**
- September: **Mobility Week in Czech Healthy Cities**
- November: **Brno Health Days**

On the regional level, the regular Healthy City columns in the city hall newspapers or bulletins, prepared by the HCP co-ordinators, have proven particularly effective.

[Radio]

Since 2001, Czech Radio 2 has been regularly broadcasting shows on various Czech Healthy Cities and HCCZ. The following shows have been, or will be, broadcast in 2002:

- January: **HCCZ; Czech Ministry of Health; Czech Ministry of Environment; WHO LO; Hodonin**
- February: **Ceske Budejovice; Moravska Trebova**
- March: **HCCZ; Chief Public Health Officer of the Czech Republic; Zlin**
- April: **Vsetin; Valasske Mezirici; Frydlant n.O.**
- May: **Podebrady; Orlova**
- June: **HCCZ; Charles University, Prague**
- July: **Letovice; Veseli n.M.**
- August: **Brno**
- September: **Vysocina Region; HCCZ**
- October: **Brno; Kromeriz**
- November: **Vsetin**
- December: **Czech Minister of Environment; HCCZ (under preparation)**

Media on Czech Healthy Cities
www.nszm.cz/media

[TV]

Negotiations are currently under way about the broadcasting of informational sections on various Czech Healthy Cities as part of various television programs and shows.

• **Joint Activities of Healthy Cities**

[MCAPs]

Since 2001, HCCZ has been focusing on long-term co-operation among the cities regarding individual issues of importance, the **Multi-City Action Plans (MCAPs)**.

Meetings on the following topics took place in 2002:

- March: **Active Senior Age in a Healthy City** – Trebic
- April: **Local Authority Management in a Healthy City** – Vsetin
- April: **Children’s Parliament** – Vsetin
- April: **Conservation and Alternative Sources of Energy** – Litomerice
- May: **Maternity Centres in a Healthy City** – Hodonin
- June: **Injury Prevention, Safe Community** – Kromeriz

MCAPs in Czech Healthy Cities
www.nszm.cz/sekce

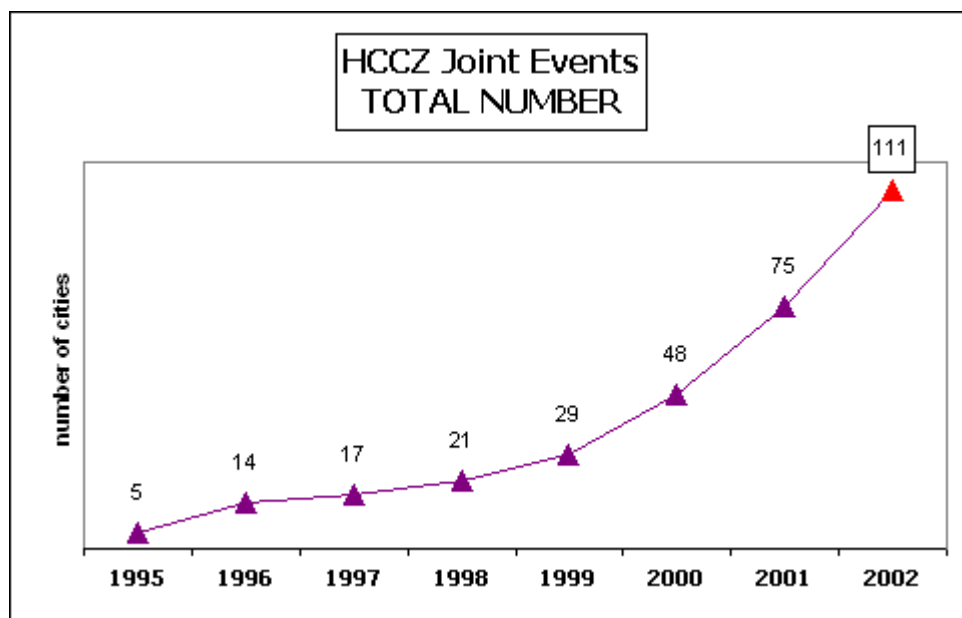
[Nationwide Events]

The central event of the year is the annual **National Conference of the Healthy Cities of the Czech Republic**. HCCZ held its 9th national conference in Ceske Budejovice in March 2002. The conference was attended by Dr. Agis Tsouros, Head of the Healthy Cities Project at the WHO/EURO office in Copenhagen, as well as representatives of the Czech Ministry of Health and Ministry of Environment.

Throughout the year, HCCZ devotes considerable efforts to nationwide promotion of several major (particularly international) activities, the regional implementation of which is facilitated by the individual member cities depending on their specific interests. These activities presently include the six events listed below (see **Chart 3**); hundreds of events took place on these occasions in the Healthy Cities in 2002:

- February: **30 Days for Civil Sector**
- April: **Earth Day**
- May: **World No Tobacco Day**
- June: **Day without Accidents**
- September: **European Mobility Week / Day without Cars**
- September to November: **Health Days**

Chart 3



Joint activities of Czech Healthy Cities
www.nszm.cz/akce

- **Methodological Assistance to Cities**

[**HCCZ Strategy and Methodology for Effective Implementation of WHO HCP and Local Agendas 21 in the Czech Republic**]

The tool to implement the Healthy Cities Project and Local Agendas 21 in the Czech Healthy Cities is the **New Gate 21** strategy. HCCZ helps implement this procedure directly in the individual member cities through facilitating team work, consultations, etc.

In 2000, the HCCZ methodology was awarded as a **Worldwide Project EXPO 2000**. In 1998 and 2001, HCCZ received the **WHO/EURO quality certificates** for the procedure and results achieved in the Czech Republic.

HCCZ Strategy (incl. methodology)

www.nszm.cz/strategie

[**Training and Informational Events**]

HCCZ arranges for a wide range of training and informational activities to educate and equip the Healthy Cities Project co-ordinators for an effective implementation of the Healthy Cities Project.

The major events organised by HCCZ this year were as follows:

- February: **HC Key – Brno**
- March: **HC Key – Prague**
- May: **Media Training (Part 1) – Prostejov**
- June: **HCCZ Main Seminar – Podebrady**
- July: **Summer School of Czech Healthy Cities – Kromeriz**
- December: **HC Key – Prague**
- December: **Facilitation Training (Part 1) – Velke Mezirici**

- **Information Services and Communication**

[**eGate – Internet Server of Czech Healthy Cities**]

This extended server collects information provided by individual member cities and information on the methodology of HCCZ.

eGate server portal

www.brana.cz

[**E-conferences on eGate Server**]

E-conferences facilitate efficient communication among HCCZ and individual member cities. For internal communication, there is an e-conference of HCP co-ordinators and one of HCP politicians.

In addition, the eGate server offers 11 public e-conferences on various specialised topics. The most frequently visited are the e-conferences on health, local Agenda 21 and the environment, with 150 to 200 people from all over the Czech Republic taking part in each of these conferences.

E-conferences on eGate server

www.nszm.cz/ekonf

Please note that most information on eGate Server is available in Czech only.